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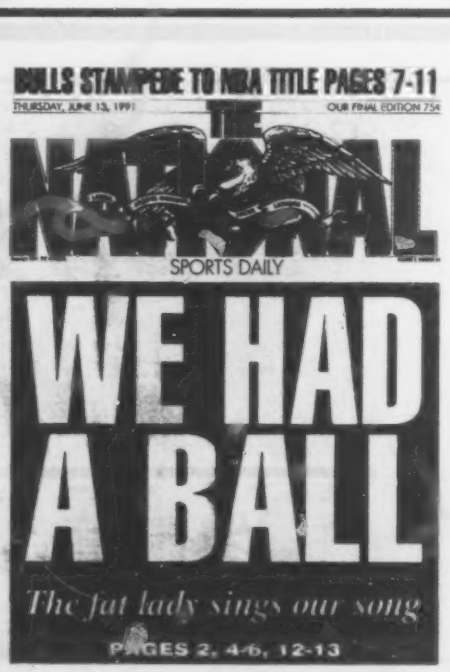
BULLS STAMPEDE TO NBA TITLE PAGES 7-11
THURSDAY, JUNE 13, 1991
OUR FINAL EDITION 754
THE NATIONAL
SPORTS DAILY
WE HAD A BALL
The fat lady sings our song
PAGES 2, 4-6, 12-13

Distribution strikes out

By Scott Donaton

NEW YORK—*The National*, the grand experiment in sports journalism that was never embraced by the advertising community, in the end may have been done in more by distribution problems.

The 16-month-old paper, the nation's first all-sports daily, ceased publication with its June 13 issue after losing more than $100 million since its launch.

The National was published by National American Sports Communications, a partnership controlled by Mexican media mogul Emilio Azcarraga Milmo, president-ceo of Televisa.

Current and former *National* executives and industry observers indicate the paper's distribution problems presented a long-term, costly challenge to survival. Those problems may have outweighed "eroding business prospects for the publishing industry," cited by *The National* as the main reason for the paper's demise.

Media analysts and buyers also say the failure may signal that the sports media marketplace has reached saturation.

The paper's daily circulation when it closed was less than 200,000, said Frank

(Cont'd on Page 49)

Jan. 31, 1990: *The National* is launched amid much fanfare in New York, Chicago and Los Angeles with a rate base of 250,000.

Nov. 1990: President-Publisher Peter O. Price is ousted and replaced by Jaime Davila, a trouble-shooter for owner Emilio Azcarraga. Suspends Sunday editions.

Dec. 18, 1990: *The National*, admitting it's fallen far short of circulation guarantees, lowers its rate base to 200,000 from 275,000.

Jan. 21, 1991: *The National* raises its cover price to 75¢ from 50¢.

Jan. 31, 1991: Editor Frank Deford denies rumors the paper will be folded or sold, saying Mr. Azcarraga's "commitment remains strong."

June 13, 1991: Publishes its last issue, having lost $100 million.

Ad tax to fund pols?

Idea floated at House hearing on election reform

By Steven W. Colford

WASHINGTON—A congressional task force is considering a national tax on all commercial advertising as a source of public funding for federal political candidates, their campaigns and their ads.

U.S. Rep. Sam Gejdenson (D., Conn.), chairman of the House Administration Task Force on Campaign Reform, disclosed the ad tax option last week during a hearing on political advertising and campaign reform.

An aide later confirmed the idea as one of a half-dozen revenue-raising "trial balloons" being examined by the task force, formed earlier this year to develop comprehensive reforms to federal election practices and finances.

Under the proposal currently being considered, a 0.25% tax would be assessed on virtually all advertising, to be collected by broadcasters and publishers quarterly and turned over to the general treasury, said Perry Pockros, staff director for the task force.

Those funds could be used to finance a candidate's political ads and all other campaign expenses.

Another idea is to use the funds to "pay for finance reform and some other proposals before the Ways & Means Committee," such as low-cost housing, Mr. Pockros said.

The task force expects to introduce legislation soon and hopes for a vote by the House before August.

The legislation would face considerable opposition in the House, but both Congress and the White House have said they want campaign reform legislation in time for the 1992 elections.

Mr. Pockros said the task force's current calculations

(Continued on Page 47)

David Hills

Democratic media consultant Robert Squier (r.) and Republican counterpart Roger Ailes joined forces to urge Congress to change the way broadcasters charge candidates for time.

Clio-tastrophe at show

By Jon Lafayette

NEW YORK—One of advertising's best-known awards shows turned into a farce late last week, with upset finalists rushing onto the stage to claim statuettes they had no way of knowing if they'd won.

The 31-year-old Clios may find it impossible to recover from a disastrous free-for-all at the print and radio awards presentation June 13.

Late Friday, managers of Lincoln Center said they were canceling tonight's gala TV awards show.

Bill Mealey, Lincoln Center's executive secretary, said he was sending a letter to Clio President Bill Evans stating that the site reservation was canceled because he hadn't received the $50,000 required for rent and expenses.

Also several large agencies said they were reconsidering whether to send representatives to the TV awards, once regarded as one of advertising's most glamorous affairs. Some agencies were trying to find out whether they could stop checks already sent to the Clios.

■ Three awards shows in New York honored advertising last week, including the Effies—Page 50.

Clio Inc. is an independent for-profit organization, but Clio judges are selected from within the ad industry.

The print/radio awards fiasco came after rumors circulated about unpaid bills and the health and welfare of Mr. Evans, and the departure of nearly the entire Clio staff.

Clio generates about $2 million a year through $95 entry fees, $125 and $175 tickets to its shows and $140 charges for extra copies of the Clio statuette for staffers, clients and production houses sharing an award.

The company also makes money from syndicated TV shows featuring what it calls the world's best TV commercials.

Mr. Evans couldn't be reached at press time, but Clio staffer Kit Lebar insisted the event would go on as planned.

Rent for the Manhattan Center

(Continued on Page 47)

LAST MINUTE NEWS

New Y&R post for Pollak

NEW YORK—Tim Pollak, president of Young & Rubicam's flagship office, is expected to get a new worldwide assignment at the agency as early as this week, sources said. It wasn't clear whether Mr. Pollak would keep his current post, which was diminished earlier this month when Y&R New York Chairman John McGarry was promoted to Y&R USA president, while continuing to run the office here.

Decision near on Subaru

CHERRY HILL, N.J.—Subaru of America plans to decide this week on an agency for its $60 million account. Chris Wackman, Subaru VP-marketing, said there won't be a final decision until a compensation package has been negotiated. Finalists are W.B. Doner & Co., Baltimore; Wieden & Kennedy, Portland, Ore.; and incumbent Levine, Huntley, Vick & Beaver; Warwick Baker & Fiore; Jordan, McGrath, Case & Taylor; and DCA Advertising, all New York.

Magazine ad pages fall

NEW YORK—Magazine ad pages last month totaled 13,148.4, down 13.7% from a year earlier, Publishers Information Bureau reported. It's the steepest one-month decline since the industrywide ad drought hit in late 1989. After five months, pages totaled 63,550.6, down 10.9%; ad revenues fell 5.4% to $2.6 billion.

Trouble with TV ratings?

NEW YORK—The Electronic Media Ratings Council is investigating

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Cannes: What will win the Lion hunt? **Page 29**

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■ **Clio awards** ceremonies erupted in confusion last week over delays apparently caused by financial problems. Tonight's planned TV awards dinner was in doubt. 1

■ **"The National,"** the 16-month-old sports daily, ceased publication June 13 after losing more than $100 million. 1

■ **J.C. Penney Co.** moved its estimated $45 million to $60 million ad account to Bozell from N W Ayer. 3

■ **American Express** will offer Membership Miles, a frequent-traveler award program, to cardholders. 3

■ **CBS** has licensed live theatrical re-creations of some of its classic TV series. 3

■ **Hill & Knowlton** is still feeling reverberations from its tenure as PR agency for the Church of Scientology. 4

■ **Anheuser-Busch** has begun a corporate image campaign promoting its environmental efforts. 4

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■ **Wally Snyder,** named to become new president of the American Advertising Federation, says government relations will be his major priority. 10

■ **Pepsi-Cola Co.** is testing All Sport isotonic drink in a variety of flavors in two markets. 12

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■ **Lego Systems** says it's grown in a stagnant toy market by relying on package-goods marketing techniques. 17

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■ **International Olympic Committee** named Grey Advertising as agency for an international ad campaign. 45

■ **Sussex Publishers,** a new company, bought *Psychology Today* and *Mother Earth News* from Owen Lipstein and plans to relaunch them later this year. 45

■ **L.A. Gear** Exec VP Sandy Saemann resigned from the athletic shoe marketer, leading to speculation it may again seek an outside agency. 48

■ **Ocean Spray** has introduced Refreshers juice drink and plans a major rollout next year. 50

■ **A political ad campaign** for Sen. Paul Wellstone won the Grand Effie award from the New York chapter of the American Marketing Association. 50

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ABP MPA

Turner, BK huddle

Fast-food chain may try in-store TV network

By Alison Fahey and Scott Hume

Turner Broadcasting System is negotiating with Burger King Corp. to test an in-store TV network.

The fast-food venture would be Turner's third out-of-home network; six others are in development.

Clearly looking to expand its non-traditional media reach, Turner recently formed Turner Private Networks, devoted to identifying and developing customized video outlets.

"We're looking at a number of locations to capture attractive demographics," said Scott Weiss, exec VP of the unit. He wouldn't comment on whether Turner is close to signing a deal with Burger King.

Burger King spokesman Michael Evans wouldn't confirm or deny talks with Turner about an in-store project, adding that "we are examining a lot of different applications of technology for Burger King."

John Barbera, president of Turner Broadcasting Sales, singled out the fast-food market as a potential target for the company's next place-based TV network in a recent interview with *Advertising Age*. He said then such a network could start testing by yearend.

In the deal, TV monitors could be placed in Burger King dining areas or be positioned for consumers to watch while waiting in lines.

Agency media buyers also say programming could be segmented throughout the day to reach specific audiences.

In late 1987, McDonald's Corp. briefly tested an in-store "Video Theater" entertainment center for children, but the project never moved beyond test.

At least one major franchisee is skeptical of Burger King's commitment to such a program.

"I'd be surprised if Burger King management goes ahead with this," said a multiunit Burger King franchisee who asked not be named. "I can't see it after they've been so embarrassed over this ridiculous commitment to Whittle's 'Channel One.' " The 1989 agreement reportedly committed Burger King to spending $10 million annually for five years on the ad-supported classroom network, he said.

"The Whittle thing is so unpopular, I think franchisees would tar and feather them if they came to us with a project like Turner," the source said.

Besides developing new ventures, Turner Private Networks will oversee the company's existing place-based media ventures, "Checkout Channel" and "Airport Channel."

Of the projects in development, "how many will come off the drawing board I don't know," Mr. Weiss said.

Turner last week named John McMenamin, 37, to the new post of VP-sales, Turner Broadcasting

(Continued on Page 48)

Dial ups spending to $60M

By Bradley Johnson

PHOENIX, Ariz.—Dial Corp. will boost its ad spending by about 50%, to an estimated $60 million, over the next 12 months.

Dial Chairman-CEO John Teets said in an interview with *Advertising Age* that the increased spending will be spread across various Dial soap and detergent products, with most of the money going into TV.

J. Teets

The recession has been "a nonevent" for Dial, he said, noting that its package goods sell equally well in good times and bad.

Mr. Teets said Dial made the midyear revision in media budgets on a brand-by-brand basis rather than a sweeping plan to boost the company's spending.

"Most of [our] top brands are getting increases," he said.

Dial spent $42.3 million on media advertising last year, according to LNA/Arbitron Multi-Media Service.

"It's not just national advertising we're talking about but selective [spot] TV advertising," he said.

In the coming months, Dial will boost spending by 50% to an estimated $18 million for its flagship Dial soap, with most of that earmarked for network TV as well as national cable, he said. The brand last year got $12.8 million in media spending, according to LNA/Arbitron.

Liquid Dial, the top-selling liquid soap, will also get a heavy increase in spending on network, in spot markets and on cable, Mr. Teets said. The company spent $3.7 million on the brand last year.

DDB Needham Worldwide, Chicago, handles the Dial brand.

Spirit, a combination deodorant and moisturizing bar in test in the Midwest, will get more spot and regional cable support this summer when it moves into the West Coast, expanding its coverage to 40% of the nation.

Spirit is handled by Laurence, Charles, Free & Lawson, New York.

Tone, a moisturizing bar soap that's received little support for about six months, will be back this fall with a network effort. Dial last year spent $6.4 million on Tone via Bozell, Dallas.

Dial will also increase spot TV advertising for Purex detergent, which hadn't received any ad support for several years until Dial introduced a new Bozell-created campaign early this year (AA, Feb. 25).

On top of the increase of product advertising, Dial will spend $1.5 million starting in July on a six-month corporate image campaign explaining changes in the company to the financial community.

In recent years, Dial has lopped off many assets from its conglomerate past, including its original Greyhound bus line, culminating in a name change last March from Greyhound Dial Corp. to Dial Corp. But Mr. Teets said some shareholders still haven't figured out their company has been in the soap business for 20 years.

Bozell created the corporate campaign, which will run in business magazines and newspapers. □

Nielsen ready to track toiletry sales

By Scott Hume

Nielsen Marketing Research USA this week unveils Procision, a new scanning-based integrated information service designed for marketers and retailers of health & beauty aids.

The service for the first time integrates information on health & beauty aids sales through major multi-outlet channels—food stores with annual sales of $2 million or more, food/drug combination stores, drugstores and mass merchandisers—with information on media and in-store advertising, and on consumer demographics.

Procision equips Nielsen to better compete with longtime rival Information Resources Inc., which has been collecting sales data from scanner-equipped drugstores since January.

The Nielsen service will have all its data sources hooked up in October, though Nielsen has been delivering data from some mass merchandisers since April and from some drugstores since May.

The total retailer base includes 2,700 food stores, 330 food/drug combination stores, 300 mass merchandisers and 400 drugstores.

IRI's service collects from 350 drugstores with plans to increase to 500 this summer. Also, IRI has exclusive access to the SAMI Drug Outlet Warehouse Withdrawals data base, which provides historical information on category sales over the past decades.

"No one can touch this," Richard Derr, Nielsen VP-product planning, said of Procision. "No one else has this much information from so many sources."

Procision clients can get information on in-store merchandising (aisle displays, shelf signage, etc.) and media advertising support for health & beauty aids brands (compiled by Nielsen Media's MonitorPlus TV advertising tracking service and the NCH Promotional Services unit for free standing insert and coupon data).

Consumer information on product purchasing is integrated into Procision as well, through Nielsen's 15,000-household National Household Panel. □

LETTERS

AIDS group tells mission

Sadly, Sid Bernstein's column, "Who wins in the new AIDS fight?" (AA, May 27), repeated many of the myths and half-truths that have characterized the worst in our society's response to the AIDS epidemic.

Mr. Bernstein decries "single disease exploitation," suggesting that AIDS requires no more special attention than other health issues. We disagree. As epidemic disease was thought to be under control in the U.S. before the AIDS crisis, this new, infectious, life-threatening disease raises specific concerns that must be addressed clearly and directly. Ads Against AIDS was developed to encourage our industry to use its talents and skills to inform and educate the public about this disease, and to raise much-needed funds for community-based organizations that are creating solutions to the medical, social and political crises presented by the epidemic.

Perhaps the most pernicious falsehood repeated by Mr. Bernstein is that "AIDS is still heavily concentrated among the homosexual population and certain entertainment and artistic circles." Mr. Bernstein seems to feel that this disease can be contained in certain limited, disposable populations. Right now, more than a million Americans are infected with HIV, the virus that causes AIDS. This number includes our own professional colleagues, members of our families and our friends. Furthermore, recent statistics indicate that 2% to 3% of teen-agers in some cities may be infected, ensuring that this disease will decimate yet another generation.

All funds raised by Ads Against AIDS will go to People Taking Action Against AIDS, a nonprofit AIDS fund-raising organization which is co-producing the awards presentation event. Since its founding in 1987, PTAAA has donated nearly $1 million to community-based research and education efforts.

The AIDS epidemic affects us all, and we the organizers of Ads Against AIDS are proud to be at the forefront of our industry's informed and compassionate response to this crisis. Mr. Bernstein asks if we believe that advertising can help to end the AIDS epidemic. Yes, by replacing misconceptions with clear and explicit information. Our competition and ads can raise funds and awareness that will improve the lives of people with AIDS and contribute significantly to the fight against this terrible disease. How many other awards shows can promise the same rewards?

Mr. Bernstein asks if we believe that advertising can help to end the AIDS epidemic. Yes, by replacing misconceptions with clear and explicit information.

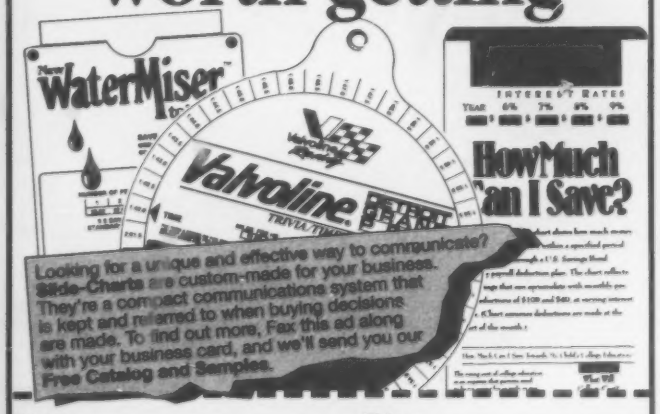
Jack Mariucci, Helayne Spivak, Neil Calet, Bob Starr, Jerry Della Femina, Phil Dusenberry, Phyllis Robinson
Co-chairs of the board
Ads Against AIDS
New York

Editor's note: Similar rebuttals to Mr. Bernstein's column were made in a number of letters received by Advertising Age.

CORRECTIONS & CLARIFICATIONS

■ Forresting Co., Englewood, N.J., was erroneously omitted from the rankings of top research companies (AA, June 3, P. 32). It had 1990 U.S. gross research revenues of $5.4 million; it ranks No. 51 among companies in U.S. research revenues. □

This time give something worth getting


New WaterMiser
Valvoline
INTEREST RATES
How Much Can I Save?
Looking for a unique and effective way to communicate? Slide-Charts are custom-made for your business. They're a compact communications system that is kept and referred to when buying decisions are made. To find out more, Fax this ad along with your business card, and we'll send you our Free Catalog and Samples.

Name _____ Title _____
Company _____
Address _____
City, State, Zip _____
Fax _____ Telephone _____

AMERICAN Slide-Chart
P.O. Box 111, Wheaton, IL 60189
708-665-3333 (800-323-4433 Outside IL)
For immediate action, Fax 708-665-3491

A good Four A's meeting

I was surprised and disappointed to read Jon Lafayette's description of the American Association of Advertising Agencies annual meeting as "the dullest" in recent history (AA, May 20).

As a new Four A's member and first-time attendee, I found the meeting to be interesting, informative, demanding, rewarding and quite challenging. I question the motivation and expectations of any individual finding the vital issues discussed to be less than timely and essential.

If this meeting was dull, previous meetings must have been electrifying!

Charles W. Powers
President, Powers & Associates
Cincinnati

Barkley wrong role model

A news account recently mentioned that Charles Barkley of the Philadelphia 76ers had been mailed a disorderly conduct citation from Milwaukee for tossing a tray of Gatorade on some fans during a playoff game. This followed a well-documented incident in which he spat on a young female fan. And, of course, he has received fines for other on-court antics, including fighting and disrespect for officials.

Barkley, then, is obviously one of the least desirable role models for our youth. Yet Nike has chosen Mr. Barkley to appear in a "Mr. Robinson" commercial which pokes fun at this ill-mannered behavior. While tongue-in-cheek (Barkley is shown with a halo!) the commercial sends absolutely the wrong message; that anti-social, boorish, illegal behavior shall be *rewarded!*

This all began, I suppose, with the John McEnroe spots a couple of years ago which parodied his temper tantrums and disrespect for authority.

Perhaps advertising should not be the arbiter of the national moral stance, yet it has a responsibility to uphold respect and proper values. To condone, reward and wink at Mr. Barkley's attacks on authority, courtesy and respect for the law performs a disservice antithetical to our American sense of right and wrong.

William G. Clotworthy
Westport, Conn.

Double whammy for cable

The phenomenal growth of cable is well-known. It's grown from 23% to 60% household penetration in the past 10 years. The cable industry predicts penetration will hit 65% by 1994, but that estimate now seems overly optimistic in light of recent legislative developments.

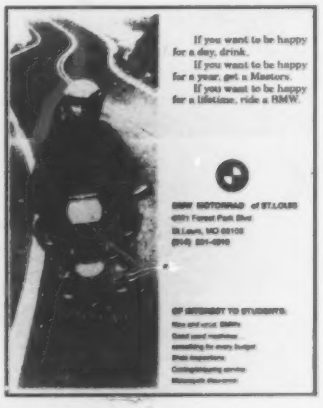
First, Congress held months of hearings on whether to re-regulate cable or, at the very least, allow competition. There's strong evidence that consumers, municipalities and business would benefit by the opening of cable to competition and/or some minor re-regulation. Yet Congress, in its infinite wisdom, decided to let cable systems retain their status as America's only unregulated monopoly. (A cynic might ask how many congressmen own stock in cable systems.)

The second blow came a few weeks ago when the Supreme Court ruled that local governments can tax cable systems without having to do the same to other forms of media as well. You can well imagine the impact this ruling is going to have on every city and town council in the country who are forever looking for new sources of revenue.

One of the major consumer complaints against cable is its uncontrolled cost increases. When a tax is imposed it will certainly be passed on to the subscriber. This is bound to be the last straw for many who will then cancel or cut back their subscription.

The term used by the cable industry is "churn"; you lose some old subscribers and gain some new ones. Up to now this has resulted in a net gain. But unless the existing laws are changed, the outlook for cable is not very good.

Len Kay
Senior VP
Kelly, Scott & Madison
Chicago


If you want to be happy for a day, drink.
If you want to be happy for a year, get a Masters.
If you want to be happy for a lifetime, ride a BMW.
BMW MOTORRAD of ST.LOUIS
(314) 991-4910
GP BRIGHT TO STUDENTS.

Drinking and biking

This is certainly an ad we can do without! It is aimed at prospective students and promotes drinking, degrades higher education and almost seems to link drinking and driving through photo-to-copy placement.

A very irresponsible way to advertise motorcycles.

Pamela Voss
Southern Illinois University
Edwardsville

Holiday Inn drive working

I was sorry to see that Bob Garfield chose to comment on our company's discontinued campaign in his review of advertising in the hotel category (AA, April 15). If he would have referred to *Advertising Age's* Feb. 25 issue, he would have known that our new campaign represents what your magazine calls a "major advertising shift" and focuses on pleasing customers, not knocking the competition.

We feel this customer-driven approach will build loyalty and convince people that nobody understands the traveler like Holiday Inn as, indeed, it already has with occupancy and call volume up substantially since the campaign broke.

Of course, as with all reviews, we'll consider Mr. Garfield's opinions in light of writer Elbert Hubbard's advice: "To escape criticism—do nothing, say nothing, be nothing."

J. Raymond Lewis Jr.
Senior VP-marketing
Holiday Inn Worldwide
Atlanta

A little help from Bob

Bob Garfield, you may remember you did a column on our Marriott advertising a couple of weeks ago (AA, April 15).

Overall, it was a positive review (three stars), though you noted that it wanted for any tangible evidence that Marriott was, in fact, different from its competitors.

Ask and ye shall receive.

Actually, we thought your criticism was valid, and decided to include a reference to specific Marriott services at the end of the commercial.

Herein, a redo of the abovementioned two spots, incorporating your thoughts.

Also enclosed: a small box of stars, as you may want to add one.

Ted Littleford
Executive creative director
FCB/Leber Katz Partners
New York

Research: Do it right

Your article "To buy, or not to buy" (AA, May 13) concerning J.C. Penney's computerized approach to forecasting merchandise sales through consumer surveys reminded me of our similar efforts in the Sears Merchandise Group in the '70s.

Yes, Virginia, you can use survey research to *help* plan retail inventories provided:

1) You take great care in selecting the correct sample population.

2) You show the respondents being interviewed what they will see in the actual buying situation.

3) Your client (the merchant) does not feel threatened by marketing research.

4) The research is integrated with other knowledge rather than simply applied alone as if it were a Band-Aid.

5) You are willing to spend a great deal of money to do the research correctly. People looking for good research that is cheap are the Ponce de Leons of the research world.

Donald A. Hughes
Visiting associate professor/marketing
DePaul University
Chicago

FREEZE FRAME

"We're working on a presidential endorsement!"

Advertising Age welcomes letters to the editor. Address letters to Advertising Age, *Viewpoint Editor, 220 E. 42nd St., New York 10017.*

Will Aussies win the Lion hunt?

An Advertising Age roundup

CANNES 1991

Despite a war and recession taxing creative juices, a healthy crop of innovative TV and cinema spots is ready for the International Advertising Film Festival June 24 to 29, and creatives are already speculating on who will capture Lions.

During a recession "it's not an easy time to persuade clients to do the crazies," said Dave Horry, creative director at Still Price:Lintas in London and one of the two U.K. judges at Cannes this year. "And budgets are down."

Nevertheless, there's plenty of innovation, said Donald Gunn, senior VP-director of creative resources at Leo Burnett Co., Chicago, and regarded as the ad industry's most accurate soothsayer in predicting Cannes winners.

He's betting an ad from Australia—where the recession is much older and deeper than elsewhere—could snag the Grand Prix.

The spot for Natural Gas, via Omon, Sydney, starts with Nero condemning a Christian to the lion's den. After a nervous walk down a dank corridor, the Christian finds himself in a cozy lion home. Daddy Lion lounges comfortably, with Mama Lion cooking dinner on a gas stove and Baby Lion resting in a bubble bath.

"It's perfect in so many ways," Mr. Gunn said. "It's so unexpected."

From the U.S., he sees Nike's "Bo's Family Reunion" ad, from Wieden & Kennedy, Portland, Ore.; Du Pont Co.'s Stainmaster carpet's "Jontoo" and "Food Fight" spots by BBDO Worldwide, New York; and Hallmark Cards' "100th Birthday" ad by Burnett as Grand Prix contenders.

"Common sense says that the USA might win," Mr. Gunn said. "There is some great work being entered, and there are two pretty forceful judges." The U.S. last won the Grand Prix in 1986.

Nero condemns the Christian to the lion's den. . . .

. . . filled with fear, the Christian heads down the dark corridor. . . .

. . . but surprisingly, he finds a very civil lion family. . . .

. . . which enjoys all the comforts from natural gas. The slogan appears: "You'll feel more human with natural gas."

Mr. Gunn, along with U.S. judge Bob Kuperman, president-ceo of Chiat/Day/Mojo, Venice, Calif., said Eveready Battery Co.'s Energizer bunny advertising from Chiat will win at least a Gold Lion this year. Last year's biggest controversy concerned an Energizer spot, with accusations that it too closely resembled a spot for Bass' Carling Black Label from WCRS, London.

"It really should have won something last year," Mr. Gunn said.

Mr. Gunn predicted two French Source Perrier spots from Ogilvy & Mather France, Paris—one showing an aging John McEnroe and another featuring a woman who roars back to a lion—will be among those finalists considered for the top prize.

U.K. creative directors surveyed expect good things for Collett Dickenson Pearce's Gallaher's Ltd. Hamlet cigars spots, perennial Gold Lion winners.

In this year's best Hamlet spot from the London shop, a soccer player gets a free kick and the ball rebounds, hitting him in the groin. As he's carried off the field on a stretcher, he enjoys a Hamlet cigar.

Two Reebok International spots by Lowe Howard-Spink in London were also singled out by creative directors.

In one, a construction worker in Reeboks runs and jumps along a skyscraper's girders.

The other spot features Reeboks and a white line that keeps changing from one sports setting to another, becoming in turn a high jumper's bar, the top of a net at a tennis court and finally the tape at the end of a foot race.

From Spain, two eyebrow-raising spots could catch the judges' attention.

The "Spermatozoids" entry from Tandem/DDB Needham, Barcelona, for Volkswagen's Golf GTI features a microscope's view of sperm swimming up to an ovum which, after being fertilized, turns into a round white ball bearing the inscription "Golf GTI." A voice-over says: "Ever since you were young, you liked to arrive first. Now you know why you enjoy driving Golf GTI from Volkswagen."

"Common sense says that the USA might win. There is some great work being entered, and there are two pretty forceful judges."

A spot from Contrapunto, Madrid, for the Spanish Health Ministry shows a principal asking high school students who owns a package of condoms found at the school. Eventually, every student is standing.

From Australia, a controversial

(Continued on Page 30)

Lion winners

Country	1986	1987	1988	1989	1990
U.K.	9	10	8*	12	6*
U.S.	8*	7	11	9	5
Japan	2	4*	2	5	2
France	3	2	1	7	1
Brazil	1	3	2	4	2

*Winner of Grand Prix. Source: Screenvision/Cannes International Advertising Film Festival

Cannes judging vets: New rules fall short

By Julie Skur Hill and Laurel Wentz

As some 6,000 delegates prepare for the industry's most prestigious international creative awards, former U.K. and U.S. jury members are already debating whether rules for judging instituted this year have gone far enough.

These former judges of the International Advertising Film Festival at Cannes say that despite the changes to encourage fairer balloting, the perennial accusation of vote trading hasn't been addressed.

The honor of being nominated as one of the 23 judges from one of the 15 countries participating often carries a heavy burden. Failing to bring home more Lions than the previous year can mean humiliation and disgrace, so judges may go to great lengths to persuade colleagues to vote for their countries' entries.

On the other hand, some nationalities, such as the Japanese, are so humble they consider voting for their own commercials bad manners. For them, trading votes with other judges is unthinkable.

The voting changes include eliminating the highest and lowest scores for each ad and dividing the judges into three groups, each seeing one-third of the entries, instead of two groups, each viewing half.

The balloting change was made to eliminate the extremes and control favoritism, said Anne-Marie Marcus, senior VP at Screenvision Cinema Network, the festival's U.S. sponsor.

"During the [first round of] voting, people loaded up on their favorites, hitting 10 for what they wanted to win and gave everything else a zero," said Marcio Moreira, vice chairman at New York-based McCann-Erickson Worldwide and jury president in 1989.

It wasn't difficult to detect certain judges giving top marks to commercials that weren't very good, said Tim Mellors, creative director at Publicis, London, and president of the 1990 jury.

"I just had a word with them and said there's more of us [voting fairly] than there are of you and that we could start doing it, too," he said.

Mr. Moreira said as president he also kept his jury in line by pointing out certain voting patterns to members.

"One country on the face of it had three Lions. After the next day's voting, however, they had something like 12," he said. "The problem is that if the delegate doesn't come home with enough Lions, his reputation is at stake in the country."

Screenvision's Ms. Marcus said the jury president has the authority to make reprimands, and if voting abuse is blatant, the president can lodge a complaint with festival organizers. However, there are no set regulations of how the festival authorities would handle such a situation, she added. As far as anyone can recall, no one has ever lodged a formal complaint.

"One country on the face of it had three Lions. After the next day's voting, however, they had something like 12."

"These are not schoolboys. I don't think it would be appropriate for us to start the festival by saying whoever is caught cheating will be thrown out," she said.

Although Rick Fizdale, president-chief creative officer at Leo Burnett Co., Chicago, wasn't approached directly about exchanging votes last year when he was a judge, he had the impression that he was handed such an opportunity.

"Someone kept coming up to me and kept saying how much they liked an ad from the Leo Burnett Co. I said fine, if you like it, vote for it," Mr. Fizdale said. "I think I was being tested to cut a deal, but I'll never know because I let it drop."

There are some, however, who see vote trading as a normal part of any contest. People always form voting blocs, said Andrew Cracknell, vice chairman and creative director at BSB Dorland, London, and a U.K. judge at Cannes in 1989.

While Cannes judges are often accused of teaming up with neighboring nations or countries with similar native languages, Mr. Cracknell said at other festivals it's clients against agencies, or agencies against other agencies.

The most important change, Ms. Marcus said, is the division of judges into the three groups in the initial round.

Mr. Moreira disagrees. For an overview of the entries, "I think it should go back to the old days when the jury looked at everything and came in early," he said.

The 27 product or service categories will be split into three, with each jury evaluating nine complete ones. Previously, reels were arranged by the order the entries arrived, regardless of country or category.

Judges have complained about the grueling job of evaluating so many ads. Mr. Fizdale has urged that judges get a break. "You need time off," he said. "You do get a little weary as you get into the final day." □

As "I Put a Spell on You" plays in the background, a woman climbs a mountain to enter into a shouting match with a lion. . . .

. . . who retreats. The woman treats herself to Perrier, earth's first soft drink.

Shops hunt Lions

(Continued from Page 29)

TV campaign that changed community attitudes toward driving, drinking and speeding, via Grey Advertising in Melbourne, is one of the country's strong contenders for gold at Cannes.

Each 60-second commercial for the National Road Safety Council was shot around actors mixing with real emergency workers at highly realistic yet simulated auto accidents. The resulting footage, cut from several hours of film, is stark and graphic.

Swamping the New Zealand entries is Saatchi & Saatchi Advertising. The Auckland office has submitted nine and the Wellington office eight. Ayer New Zealand is next with four entries.

Given a strong chance for a medal, say local creatives, is an Ayer, Auckland, spot for Presbyterian Support Services that lingers on the faces of elderly and needy people.

An entry from Saatchi's Wellington office, featuring wild animals moving to music for Telecom New Zealand, is also considered a front-runner. The spot was named "best loved" campaign judged by public voting.

Brazilian jurors agree W/Brasil's spot for Schering-Plough Corp.'s Coppertone suntan lotion will be a winner. The spot shows frenetically moving naked back sides of beachgoers of all shapes, sizes and sexes as a voice-over announces the types of swimsuits that kept some of the body parts white.

From Germany, one hot spot is for 3M's Scotch Magic tape, from Grey, Duesseldorf. A torn photograph of a girl is magically restored by a man with very large ears with the help of the tape. After he sees what a great job it does on the picture, he tapes his ears back.

South African creatives are hopeful that "Backyard TV," a spot for the South African Broadcasting Corp. via Hunt Lascaris, Sandton, can capture a Lion. The spot uses a traditional black "township" back yard to sell the advantages of radio as an advertising medium. □

Written by Julie Skur Hill from bureau reports.

VW chief honored

CANNES—Daniel Goeudevert 49, chairman of Volkswagen's brand management board, has been selected as the first Advertiser of the Year by the organizers of the International Advertising Film Festival. The award will be presented at the festival, June 24 to 29.

The Volkswagen executive was picked because of his professional achievements and Volkswagen's success in establishing an easily recognizable brand backed by key values such as quality and reliability. Volkswagen has been a loyal client of DDB Needham Worldwide for more than 30 years in the U.S. and Germany, and more than 20 years in France.

Mr. Goeudevert started as a salesman at Citroen in 1965, then moved to Renault and Ford Motor Co. before joining the board of Volkswagen in 1989. He took his current post at the end of 1990. □

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